CBS
NEWS
A Division of CBS Inc.
524 West 57 Street
New York, New York 10019
(212) 975-4321

December 18, 1978

Mr. Robert Oxnam, Director
The China Council
The Asia Society
133 East 58th Street
New York, New York

Dear Bob:

I have just received a letter from Eliot Berkley of the International Relations Council in Kansas City, and a check for my participation in its conference on mutual perceptions -- which I have returned. Enclosed are copies of the correspondence.

Also enclosed is a copy of a recent article from the UPI wire. Gillin's audience may be expanding. Could it be that I wasn't hallucinating in that pre-dawn hour on the streets of Shanghai?!

All my best.

Irv Drasnin

movie for Peking Toms

HONG KONG (UPI) — Porno has arrived on the streets of Peking. An "X-rated" film about prostitution recently appeared in China, and the nation's leading intellectual journal is defending the movie because it says it's freeing the minds of young Chinese.

Critics said the Japanese-made movie "Looking Homeward" may be the first X-rated film allowed inside China.

The movie, now being shown throughout China, portrays the plight of a young Japanese girl sold by her family and sent to Southeast Asia to work as a prostitute.

A review in the Kwnagming Daily, which concentrates on cultural issues, says the movie has "greatly englightened and educated the Chinese audience," the article said.

"Several years ago, the showing of a film like 'Looking Homeward' was unthinkable in our country," the article said.

But it "has touched the hearts of many people.

12/6/78

210 Westport Road
Kansas City, Missouri 64111
Area Code 816 531-0090

December 11, 1978

Thank you very much for participating in the Conference on China. Your talk was certainly well received and I think contributed substantially to the success of the meeting.

It seemed to me that a great amount of information was provided those who attended and that they had an unusual opportunity to learn about American and Chinese mutual perceptions.

Enclosed is a check from the International Relations Council for your honorarium. Would you please send me a statement of your travel expenses so that a check to cover them may be sent to you.

Your willingness to come to Kansas City to speak at this Conference is certainly appreciated. I look forward to seeing you soon again.

Sincerely,

Eliot

Eliot S. Berkley
Executive Director

ESB:r

enc

Board of Directors: MICHAEL B. WOOD, president; ROSS W. LILLARD, vice-president; WILLIAM LOVE, vice-president, DAVID E. KNUTI, secretary; DON H. ALEXANDER, treasurer; MARGUERITE BROWN; VIRGINIA CALKINS; RICHARD L. CLARKE; CHESTER L. DILLON; JOAN DILLON; JAMES E. KELLY; WILLIAM M. LINSCOTT; DANIEL S. MILLMAN; A. RAE PRICE; H. T. REZA; JAMES W. SCOTT; FORREST G. STITH; JOHN E. WILEY; FRED R. WOLFERMAN.

ELIOT S. BERKLEY, executive director

INTERNATIONAL
RELATIONS COUNCIL

210 Westport Road
Kansas City, Missouri 64111
Area Code 816 531-0090

December 11, 1978

Mr. Irv Drasnin
180 East 79th Street, #10-D
New York, New York 10021

Dear Irv:

Thank you very much for participating in the Conference on China. Your talk was certainly well received and I think contributed substantially to the success of the meeting.

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ELIOT S. BERKLEY, executive director

CBS
NEWS
A Division of CBS Inc
524 West 57 Street
New York, New York 10019
(212) 975-4321

December 18, 1978

Mr. Eliot S. Berkley
Executive Director
International Relations Council
210 Westport Road
Kansas City, Missouri

Dear Eliot:

Thanks very much for your note and for the check, both of which are welcome but one of which I'm returning.

Because of The China Council's role and participation in the conference on mutual perceptions, the honorarium and my expenses are being underwritten by The Council. Therefore, I am returning the check which I'm certain you'll find useful in another of your programs.

It was my great pleasure to have participated in the program, to have been in Kansas City, and to have met you and others who were such thoughtful and generous hosts during my visit.

All my best, and a Merry Christmas and Happy New Year.

Sincerely,

Irv Drasnin
Producer

FYI

THE ASIA SOCIETY, INC.

April 7, 1978

CHINA COUNCIL

TO: Those Attending China Council Meeting April 28-29, 1978

FROM: Robert B. Oxnam RBO

Irv Drasnin has graciously invited all those attending the China Council meeting at the end of this month to his apartment for cocktails after the Friday session April 28 from 6:30-8:00 p.m. As you probably know, Irv is currently serving as China Council Research Fellow on a consulting basis while continuing his work as producer for CBS News. His address is 180 East 79th Street, Apt. 10D (at the corner of Third Avenue and 79th Street).

Please return the enclosed card by April 24.

RBO/mah
Enclosure

112 East 64th Street/New York, N.Y. 10021/212 Plaza 1-4210
CHINA COUNCIL offices located on the fifteenth floor at 133 East 58th Street, New York, N.Y. 10022
Cable Address: ASIAHOUSE, NEWYORK

IRV DRASNIN PARTY

Yes's

Charles W. Bailey, Minneapolis Tribune
A. Doak Barnett, Brookings
Dr. Carol Baumann, Institute for World Affairs, WI
Gordon Bennett, Texas China Council
Samuel Chu, Ohio China Council
James P. Grant, Overseas Development Council
Donald Klein, Tufts University
Winston Lord, Council on Foreign Relations
Donald Munro, U. of Michigan
Doug Murray, U.S.-China Relations Program, STanford
Andrew Nathan, Columbia
Roxane Witke, Columbia
Mike Witunski, McDonnell Douglas, Missouri China Council
Phil Talbot, President AS
Robert W. Barnett, AS Washington Center
Frank Buchanan, Service Center for Teachers of Asian STudies, Ohio U.
Mary Bullock, Staff Director, CSCPRC
Ralph Clough, Woodrow Wilson Center for International Scholars, D.C.
Richard Freytag, Citicorp
David Laventhol, Newsday
Ken Lieberthal, Swarthmore College, PA
Clifford Shillinglaw, Coca Cola Co.
Crocker Snow, Publisher, World Times Inc.
Ross Terrill, ed. How Different is China?
Audrey Topping, ST of New York Times
Fay Willey, Newsweek
Hart Fessenden, Bankers Trust Company
Jeff Rosenberg, National Public Radio
Harold Roser, Exxon
Steve Bell, ABC News
Martha Mills, League of Women Voters, D.C.
Jackson Bailey, Earlam College
Terry and Ellen Lautz, CC
Richard and Marty Bush, CC
Barbara Suomi, CC
Debbie Leonard, CC
Professor and Mrs. John Fairbank
Bob and Barbara Oxnam
Jan Berris, National Committee on U.S.-China Relations

44

Rick Baum

NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

COMMITTEE FOR EAST ASIA AND THE PACIFIC
Division of Overseas Ministries
475 Riverside Drive, New York, N.Y. 10027 (212) 870-2371 Cable: Dominicus
William P. Thompson, President Claire Randall, General Secretary

September 12, 1978

Mr. Irv Drasnin
CBS, Inc.
524 W 57th Street
New York, N. Y. 10019

Dear Irv:

Just a few words on behalf of our committee to thank you for your wonderful presence and presentation yesterday on "Chinese and Americans: a Century of Images." I'm glad that, despite the difficulty we had with electrical outlets, we were able to go through with the program. I think the people who came were appreciative, as shown by the remarks that many did make afterwards.

Thanks again, and let's keep in touch. My wife and I will be in the PRC most of October. By the way, do you recall that Esther Gollobin of the U.S.-China People's Friendship Association said at the meeting yesterday that the national office has purchased four copies of "Misunderstanding China"?

Congratulations, and the best to you.

Sincerely yours,

Franklin Woo

cc: Paul Gregory, Chairman, CPAC.

Edwin M. Luidens, Director
Robert W. Northup, Director, Japan and Hong Kong
Franklin J. Woo, Director, China Program
Roxanna Coop, Special Assistant, Pacific

NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

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Resource for
China Study Year
1978-79

CHINA PANEL
(Special - Brown Bag)

"CHINESE AND AMERICANS: ONE HUNDRED YEARS OF IMAGES"*

Dear Friends and Colleagues:

To build on the momentum of the China Study Year we are having an early September China Panel on Monday, September 11, 1978 12:15 p.m. to 2:30 p.m. in the Assembly Room, 10th floor, Interchurch Center.

The featured speaker is Irv Drasnin of CBS who will be giving an illustrated slide lecture on a century of Chinese and American mutual perceptions of one another. Many of those involved in China interest and concern will know that Mr. Drasnin is the producer of the 1972 CBS film, "Misunderstanding China," which has been most effectively a part of China educational conferences of the churches.

On the same day Dr. Robert R. Parsonage, Associate Executive, Education in the Society, DEM/NCC, will give a short update report on China, based on his recent trip to the PRC. Mr. Richard Sorich, as usual, will also be on hand to give his report on current significant happenings in the People's Republic.

We look forward to seeing you on Monday, September 11, 1978.

For this special occasion kindly bring your own lunch. We will provide the tea and coffee.

Yours sincerely,

Franklin J. Woo

Franklin J. Woo

*"CHINESE AND AMERICANS: ONE HUNDRED YEARS OF IMAGES" was originally produced by Prof. Donald Gillin, History Dept., Vassar College for the China Council of the Asia Society in New York City.

Edwin M. Luidens, Director | Robert W. Northup, Director, Japan and Hong Kong | Franklin J. Woo, Director, China Program | Roxanna Coop, Special Assistant, Pacific

THE ASIA SOCIETY, INC.

February 14, 1978

CHINA COUNCIL

TO: Regional China Council Chairpersons and Coordinators

FROM: Robert B. Oxnam

RE: Irv Drasnin's Appointment as China Council Research Fellow.

We are delighted to announce that Irv Drasnin, Producer and Director for CBS Television News, has agreed to serve as a China Council Research Fellow during 1978. Irv has been an especially active and supportive member of the Council since its inception in 1975, and this appointment will formalize his role as advisor and consultant on the China Council's media activities.

Irv Drasnin is one of the few American broadcast journalists to report from the People's Republic of China, where he spent three months filming CBS REPORTS: "Shanghai" (1974). Earlier, he used his training in Chinese studies to produce and write the CBS News Special, "Misunderstanding China." This film, which examined American myths and misconceptions about the Chinese, was broadcast in conjunction with President Nixon's visit to China in Feburary 1972.

As Research Fellow, Drasnin will assist the China Council, both regionally and nationally, in developing audio-visual materials and improving American broadcast media coverage of China. If you would like advice on working with the media or on the development of specific projects, Irv Drasnin is available for consultation and can be contacted through the China Council in New York.

RBO/rgt

112 East 64th Street/New York, N.Y. 10021/212 Plaza 1-4210
CHINA COUNCIL offices located on the fifteenth floor at 133 East 58th Street, New York, N.Y. 10022
Cable Address: ASIAHOUSE, NEWYORK

Midwest
China
Study
Resource
Center

MEMO

Date: July 5/78

To: Irv Drasnin

From:

Subject:

Dear Irv: Many thanks for your note. It was great to have you with us! Next time with sufficient advance notice and timing other then end of school term we'll pack the place. Helen & I are just back from teaching the Pacific Regional Leaders School in Billings - nearly 200 from 6-8 states including Alaska. Both "Misund. China" and "Shanghai" continue to be highly useful teaching media.

In friendship,

308 Gullixson Hall 2375 Como Ave., West St. Paul, Minn. 55108 Donald MacInnis, Director Tel. (612) [redacted] 641-32

Midwest
China
Study
Resource
Center

MEMO

Date:

To:

From:

Subject:

Dear Irv:

It was great to have you with us.
Next time give us longer lead time and
we'll get a crowd worthy of the speaker.
We're thinking of a conf. on China for
journalists and media people. You'd be an ideal
speaker.

308 Gullixson Hall 2375 Como Ave., West St. Paul, Minn. 55108 Donald MacInnis, Director Tel. (612) [redacted]
641-32[illegible]

美國中西部
中國研究資料所

Midwest
China
Study
Resource
Center

MINNESOTA CHINA COUNCIL

June 16, 1978

Mr. Irv Drasnin
c/o China Council of the
Asia Society
133 East 58th St.
New York, New York 10022

Dear Irv:

On behalf of the Minnesota China Council I'd like to thank you for stopping in the Twin Cities to share your experiences and expertise with us. Everyone found your film and talk fascinating; Shanghai certainly took on a deeper perspective through the background you provided.

We also enjoyed that great evening of dinner and conversation. I'm glad to have had the opportunity to get to know you, and if the future brings you our way again, I hope we'll be able to plan another similar event, perhaps with our local media contacts.

Good luck on the steel workers documentary.

Cordially,

Heidi

Heidi H. Pearson
Program Coordinator
Minnesota China Council.

308 Gullixson Hall 2375 Como Ave., West St. Paul, Minn. 55108 Donald MacInnis, Director Tel. (612) [redacted]

CBS NEWS
A Division of CBS Inc.
524 West 57 Street
New York, New York 10019
(212) 975-4321

January 30, 1978

Mr. Robert Oxnam, Program Director
China Council
The Asia Society
133 East 58th Street
New York, New York

Dear Bob:

It is my great pleasure to accept your invitation to serve as Research Fellow of the Asia Society's China Council.

Within my own limitations and those imposed by my professional duties at CBS News, I look forward to working with you and the members of the staff during the coming year.

Your letter makes clear, and challenging, the expectations and stipulations of my tenure. I will do my utmost to live up to them.

All my best.

Sincerely,

Irv Drashin
Producer

THE ASIA SOCIETY, INC.

January 23, 1978

CHINA COUNCIL

Mr. Irv Drasnin
CBS News
524 West 57th Street
New York, N. Y. 10019

Dear Irv:

Following our recent conversation, it is my great pleasure to invite you formally to serve as Research Fellow of The Asia Society's China Council for 1978. Your acceptance of this appointment will greatly strengthen the media outreach impact of the China Council, and help all of us to realize the goal of enhancing American understanding of China. Specifically, the position entails the following activities and expectations:

a) regular consultation with the Council staff on the development of all national and regional projects which relate to the media or have an audio-visual component.

b) regular review of the general activities and plans of the Council, both nationally and regionally, in order to provide advice on how best to adapt ongoing projects for the mass media.

c) assistance in the evaluation of the council's media activities over 1976-78 and in the development of media-related proposals for the period 1979-81.

The work and payment schedule for these services will remain on a flexible consultancy basis in order to meet the demands of your ongoing duties at CBS. As we discussed, the minimum expectation would be the equivalent of 2-4 days per month, with at least 1-2 days spent in consultation with the Council staff at its offices. We recognize that this expectation may have to be altered during those periods in which your CBS travel and production schedules are intense, and hope that additional time can be spared in the less hectic periods. For these services, we are prepared to offer $150 per diem, and will provide that compensation on a periodic basis after receiving a written accounting of your time expended. Since this compensation is on a consultancy basis, there will be no additional benefits beyond the per diem rate.

When you are at the Council offices, we can provide modest desk space, secretarial services, and a telephone to assist you. And as I mentioned, there are limited travel funds to help support you in Council activities that take you beyond the New York area (some of those funds will be helpful in providing consultation to projects emerging at the regional level).

112 East 64th Street/New York, N.Y. 10021/212 Plaza 1-4210
CHINA COUNCIL offices located on the fifteenth floor at 133 East 58th Street, New York, N.Y. 10022
Cable Address: ASIAHOUSE, NEWYORK

The term for this appointment will be the calendar year of 1978. In late 1978, we will review this relationship to determine whether our mutual needs, and the financial situation of the Council, lead us to extend the term into 1979.

If you find these conditions acceptable, please let us know in a letter. Should you have any questions, please do not hesitate to call.

We are very much looking forward to your joining us as a Research Fellow. I know it will be a valuable relationship for us, building on the advice and support you have already provided as a member of the Council. Hopefully, it will help all of us to begin preparing for an Irv Drasnin sequel entitled "Understanding China."

I look forward to your reply and in the meantime, very best wishes for the new year.

Sincerely yours,

Robert B. Oxnam
Program Director

RBO/rgt

cc: Mr. Charles W. Bailey
Professor A. Doak Barnett
Mr. Lionel Landry
Mr. Herbert D. Spivack
Mr. Phillips Talbot

AR/TAL/325/162

NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

COMMITTEE FOR EAST ASIA AND THE PACIFIC
Division of Overseas Ministries
475 Riverside Drive, New York, N.Y. 10027 (212) 870-2371 Cable: Dominicus
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Resource for
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Franklin J. Woo

Franklin J. Woo

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Edwin M. Luidens — ...ector
Robert W. Northup — Director, Japan and Hong Kong
Franklin J. Woo — Director, China Program
Roxanna Coop — Special Assistant, Pac...

CBS NEWS
A Division of CBS Inc.
524 West 57 Street
New York, New York 10019
(212) 975-4321

November 21, 1978

Mr. Robert Oxnam, Director
The China Council
The Asia Society
133 East 58th Street - 15th Floor
New York, New York 10022

cc: Don Klein

Dear Bob:

I wish to praise the excellence of Don Klein's comments on the Harry Harding piece, and to endorse them (while also agreeing that Harry's briefing paper is first-rate). Don's comments, of course, have wider application -- beginning with all the briefing packets.

That's all -- I just happen to have a good word for everybody today.

Best regards.

Irv Drasnin

8 Whittier St.
Cambridge, Mass. 02140

Oct. 20, 1978

Mr. Robert Oxnam
CHina Council
133 East 58th St.
New York, N.Y. 10022

Dear Bob,

Here are some comments on Harry Harding's piece. I think it's a first-rate job. I have only one point of substance--on p. 24. As I noted in the margin, I think some approximate "hard figure" would be useful. Otherwise, we're guilty of a common Communist practice--using a hefty-sounding percentage when, in fact, the base figure is in fact rather small.

All my other suggestions are incorporated (in red ink) on the manuscript. If you or Richard will go over these, I think you'll find that I have changed nothing--but shortened a great deal. Taking them one by one, they are no more than nitpicks. But taking my changes collectively, I think they add up to brevity (a golden word in my book).

Let me make a number of comments which, I believe, might be useful in other papers of this sort.

Table of Contents. All journalists are busy, or think they are busy (which adds up to the same thing). A typical recipient might look at the broad title and say, "We've had a lot of stuff along these lines, and this piece is pretty long anyway." But supposing that his eye catches, in the table of contents, "Foreign economic policy: the new 'open door,'" he might pause and say to himself, "Maybe the financial page editor might want to glance over that section." He then grabs a small memo pad and scribbles: "Fred, see p. 16--might be interesting."

I'd put the table of contents "right up front," i.e., immediately [redacted] after the author's name.

Mao Tse-tung. Except for occasional stylistic reasons, I think we can assume that Mao need be referred to only as "Mao." We don't need to say "Joseph Stalin." We don't need to say "Mao Tse-tung." (Accidental proof of this, incidentally, is found in Harry's title, which refers simply--and quite adequately--to the "Post-Mao Era." Any reader who doesn't know his name by now should take up plumbing.

Pomposities. To be avoided--always. The China Council needs to be forever aware that journalists often (with damned good reason) mock academics for their pomposities, large and small. For example, underlining (i.e., italicizing) "status quo" (on pp. 8 and 12) is a pomposity. A minor one, to be sure, but a pomposity nonetheless. (Would you italicize "etc."?) If "status quo" is a minor pomposity, then "...toward an evaluation..." (p. 25) is a major one.

Aside from pomposity, expressions of this sort evoke in journalistic minds another thing they don't especially like among academics--an inability to have a firm opinion. Or, if you prefer, an "either/or" or an "on the one hand/on the other hand" mentality. In this case, it's obvious that this evaluation is Harry's "best shot" at interpretation. Any reader understands that--and thus "toward an evaluation" is merely a cumbersome redundancy.

(If you think I may be pandering to journalistic norms, then you are exactly right! We should have one and only one goal with materials of this sort--to get journalists to read it. If I thought they would read materials on purple paper, then I'd urge we use that color.)

Prepositional Phrases. In my view, this is without doubt the chief single fault of academic writing. It's obviously impossible to write the English language without them. But just as obviously they should be held to a minimum. Happily, the possessive can often be the cure (e.g., "China's premier" instead of "the premier of China").

But. One of the most useful--and forceful--words in English. And also one of the most neglected. In particular, it can be a great substitute for the flabby "although," which can make almost any sentence limp. Note the difference in "tone" or "bounce" or whatever in the following:

> "Although Ch'en Yi was a good foreign minister, Chou En-lai was better."
> "Ch'en Yi was a good foreign minister, but Chou En-lai was better."

We were all taught, along about in the 6th grade, that "but" is not a good word with which to begin a sentence. There are good and sturdy reasons to teach youngsters such a "rule" (simply because little kids use it too much). But as adults, we can ignore this "rule" if forceful prose requires it (as it often does).

Just as "but" is often preferable to "although," so too is it often preferable to "however" (another "dull" word). E.g.;

> "China's economy was growing steadily before the Cultural Revolution. However, that movement soon brought about...."
>
> "China's economy was growing steadily before the Cultural Revolution, but that movement soon brought about...."

Avoid Chinese Communese. Note my change of "contradiction" to "struggle" on p. 4. The Chinese Communists have, as we know, a basketful of these terms. We should always "translate" them back into easy English.

CMEA, ASEAN, etc., etc. (See p. 11) These should always be spelled out. Academics can tolerate (even though they shouldn't) "tables of abbreviations" at the beginning of a book. Our readers won't have that patience. Nor can we say, "Oh, but we had that abbreviation back on page 3." Many of our readers may have started on page 10. Our motto should be clarity, clarity, clarity.

Single quotes & double quotes. This may have been merely a typo, but note my change on p. 16 to the double quotes around "open door." For some reason (probably because the British have a different usage), many people seem to think there are multiple uses for single quotes. Not so. There is only one usage: for a quote-within-a-quote.

Split infinitives. Some will disagree, but I don't think a split infinitive merits capital punishment. Note, on p. 28 (4th line from bottom) the cumbersome: "...concomitant inability fully to understand the..." (It pains my ears to hear it, and my fingers to type it.) In any case, if one insists on not splitting the infinitive, then it is almost always preferable to put the adverb after the infinitive. Otherwise, one sounds like an Oxford don, c. 1883.

Chairperson Mao. Anyone using that should be condemned, permanently, to a May 7th Cadre School.

Amen,

Don Klein